

CLAIMS

What is claimed is:

1. A method for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, comprising:
  - receiving a request at a shopping server to view a shopping location;
  - displaying the shopping location to a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, said shopping location having at least one store;
  - obtaining a request to enter into one of said at least one store;
  - displaying the store website to the user computer in the same web browser, the store website having one or more enhanced VR features;
  - receiving a request to view at least one product; and
  - presenting the at least one product in a 3D interactive simulation view to emulate a real-life viewing of the product.
2. The method of claim 1 wherein said displaying the shopping location further comprises introducing a concierge to the user.
3. The method of claim 1 wherein the at least one product is a real estate property.
4. The method of claim 1 further comprising receiving a request to insert the at least one product into a virtual shopping cart.

5. The method of claim 1 wherein said receiving a request to insert further comprising storing said at least one product into a shopping cart memory.
6. The method of claim 5 further comprising receiving a request to purchase the at least one product in the virtual shopping cart, wherein said products are from different stores.
7. The method of claim 6 further comprising shipping the purchased products using one tracking number in one shipment.
8. The method of claim 1 further comprising obtaining a request to view another one of said at least one store.
9. The method of claim 1 wherein said displaying the shopping location further comprises displaying at least one product in a store window to emulate real-life window shopping.
10. The method of claim 1 wherein said displaying the shopping location further comprises displaying at least one product offer to emulate real-life sales advertising.
11. The method of claim 1 wherein said displaying the store further comprises displaying at least one customer representative to assist the user in real-time purchasing of the at least one product.

12. The method of claim 1 wherein said receiving a request to view further comprises receiving a request for a 360 degree interactive view of the at least one product.

13. The method of claim 1 wherein said presenting the at least one product further comprises displaying a product information sheet received from a product information database.

14. The method of claim 1 further comprising receiving a request for a price comparison, a product comparison, or a merchant offer.

15. The method of claim 1 further comprising retrieving information data from a product comparison database and displaying the information data to the user.

16. The method of claim 1 further comprising storing a clickstream data of the user's actions within the 3D VR setting in a clickstream database.

17. The method of claim 16 further comprising receiving a request from a merchant website to obtain said clickstream data.

18. The method of claim 16 further comprising automatically displaying product cross-selling information or product offers and information to the user based upon the stored clickstream data.

19. The method of claim 1 further comprising receiving a request at the shopping server to personalize the shopping location.
20. The method of claim 1 further comprising receiving a request at the shopping server to link-up with at least one other user.
21. The method of claim 1 further comprising presenting a shopping game to the user computer.
22. The method of claim 21 wherein said presenting further comprises rewarding the user if the user wins the shopping game.
23. An apparatus for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, comprising:
- means for receiving a request at a shopping server to view a shopping location;
  - means for displaying the shopping location to a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, said shopping location having at least one store;
  - means for obtaining a request to enter into one of said at least one store;
  - means for displaying the store website to the user computer in the same web browser, the store website having one or more enhanced VR features;
  - means for receiving a request to view at least one product; and

means for presenting the at least one product in a 3D interactive simulation view to emulate a real-life viewing of the product.

24. The apparatus of claim 23 wherein said means for displaying the shopping location further comprises means for introducing a concierge to the user.

25. The apparatus of claim 23 wherein the at least one product is a real estate property.

26. The apparatus of claim 23 further comprising means for receiving a request to insert the at least one product into a virtual shopping cart.

27. The apparatus of claim 23 wherein said means for receiving a request to insert further comprises means for storing said at least one product into a shopping cart memory.

28. The apparatus of claim 27 further comprising means for receiving a request to purchase the at least one product in the virtual shopping cart, wherein said products are from different stores.

29. The apparatus of claim 28 further comprising means for shipping the purchased products having one tracking number in one shipment.

30. The apparatus of claim 23 further comprising means for obtaining a request to view another one of said at least one store.

31. The apparatus of claim 23 wherein said means for displaying the shopping location further comprises means for displaying at least one product in a store window to emulate real-life window shopping.

32. The apparatus of claim 23 wherein said means for displaying the shopping location further comprises means for displaying at least one product offer to emulate real-life sales advertising.

33. The apparatus of claim 23 wherein said means for displaying the store further comprises means for displaying at least one customer representative to assist the user in real-time purchasing of the at least one product.

34. The apparatus of claim 23 wherein said means for receiving a request to view further comprises means for receiving a request for a 360 degree interactive view of the at least one product.

35. The apparatus of claim 23 wherein said means for presenting the at least one product further comprises means for displaying a product information sheet received from a product information database.

36. The apparatus of claim 23 further comprising means for receiving a request for a price comparison, a product comparison, or a merchant offer.

37. The apparatus of claim 23 further comprising means for retrieving information data from a product comparison database and means for displaying the information data to the user.

38. The apparatus of claim 23 further comprising means for storing a clickstream data of the user's actions within the 3D VR setting in a clickstream database.

39. The apparatus of claim 38 further comprising means for receiving a request from a merchant website to obtain said clickstream data.

40. The apparatus of claim 38 further comprising means for automatically displaying product cross-selling information or product offers and information to the user based upon the stored clickstream data.

41. The apparatus of claim 23 further comprising means for receiving a request at the shopping server to personalize the shopping location.

42. The apparatus of claim 23 further comprising means for receiving a request at the shopping server to link-up with at least one other user.

43. The apparatus of claim 23 further comprising means for presenting a shopping game to the user computer.

44. The apparatus of claim 43 wherein said means for presenting further comprises means for rewarding the user if the user wins the shopping game.

45. An apparatus for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, comprising:

- a shopping server;

- a shopping location displayer coupled to the shopping server to display a shopping location to a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, said shopping location having at least one store;

- a store requester coupled to the shopping server;

- a website displayer coupled to the store requester, the website displayer to display a store website having one or more enhanced VR features;

- a product requester coupled to the shopping server; and

- a 3D VR product presenter coupled to the product requester, the 3D VR product presenter to present at least one product in a 3D interactive simulation view to emulate a real-life viewing of the product.

46. The apparatus of claim 45 further comprises a concierge introducer coupled to said shopping server.



47. The apparatus of claim 45 further comprising a shopping cart memory coupled to said shopping server to store said at least one product if the user wants to purchase the at least one product.

48. The apparatus of claim 47 further comprising a purchase requester coupled to said shopping server to receive a request to purchase the at least one product in the virtual shopping cart, wherein said products are from different stores.

49. The apparatus of claim 45 wherein said at least one product is a real estate property.

50. The apparatus of claim 48 further comprising a product shipper coupled to said purchase requester.

51. The apparatus of claim 45 wherein said shopping server further comprises a window displayer to emulate real-life window shopping.

52. The apparatus of claim 45 wherein said shopping server further comprises a product offer displayer.

53. The apparatus of claim 45 wherein said shopping server further comprises at least one customer representative.

54. The apparatus of claim 45 wherein said shopping server further comprises an interactive viewer, the interactive viewer allows the user to view a 360 degree VR interactive view of the at least one product.

55. The apparatus of claim 45 further comprising a clickstream data storer coupled to the shopping server.

56. The apparatus of claim 55 wherein said clickstream data storer is coupled to a merchant website requester.

57. The apparatus of claim 45 further comprising a link-up requester coupled to the shopping server.

58. The apparatus of claim 45 further comprising a shopping game presenter coupled to the shopping server.

59. The apparatus of claim 58 further comprising a rewarder coupled to the shopping game presenter.

60. A program storage device readable by a machine, tangibly embodying a program of instructions executable by the machine to perform a method for a user to shop online in a three dimensional (3D) virtual reality (VR) setting, said method comprising:

receiving a request at a shopping server to view a shopping location;  
displaying the shopping location to a user computer in a 3D interactive simulation view via a web browser to emulate a real-life shopping experience for the user, said shopping location having at least one store;  
obtaining a request to enter into one of said at least one store;  
displaying the store website to the user computer in the same web browser, the store website having one or more enhanced VR features;  
receiving a request to view at least one product; and  
presenting the at least one product in a 3D interactive simulation view to emulate a real-life viewing of the product.